

# DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 S. Route 303**  
**Blauvelt, NY 10913**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
963806-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Mack/R/Senate	MACK/S/R	

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	963806	07912448

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	MACC	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/22/12	M-F Sunrise @6AM	6:00-7:00 AM	M-----	:30	1	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/22/12	6:14 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	CMMO1012H	\$1,100.00 NM
2	10/16/12	10/19/12	M-F Sunrise @6AM	6:00-7:00 AM	-1111--	:30	4	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-1111--	4	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTu		10/16/12	6:13 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	CMMO1012H	\$1,000.00 NM
2	WESHW		10/17/12	6:27 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	CMMO1012H	\$1,000.00 NM
4	WESHTh		10/18/12	6:41 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	CMMO1012H	\$1,000.00 NM
3	WESHF		10/19/12	6:29 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	CMMO1012H	\$1,000.00 NM
3	10/22/12	10/22/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	M-----	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/22/12	9:50 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	CMMO1012H	\$900.00 NM
4	10/16/12	10/18/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	-111---	:30	3	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-111---	3	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTu		10/16/12	9:44 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	CMMO1012H	\$900.00 NM
2	WESHW		10/17/12	9:56 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	CMMO1012H	\$900.00 NM
3	WESHTh		10/18/12	9:34 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	CMMO1012H	\$900.00 NM
5	10/22/12	10/22/12	NBC Today Show II	10AM-11AM	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/22/12	10:57 AM	NBC Today Show II	10AM-11AM	:30	CMMO1012H	\$800.00 NM

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963806-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Mack/R/Senate	MACK/S/R		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/16/12	10/19/12	NBC Today Show II	10AM-11AM	-1111--	:30	4	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-1111--	4	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/16/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	CMMO1012H	\$800.00 NM
1	WESH	W	10/17/12	10:50 AM	NBC Today Show II	10AM-11AM	:30	CMMO1012H	\$800.00 NM
3	WESH	Th	10/18/12	10:52 AM	NBC Today Show II	10AM-11AM	:30	CMMO1012H	\$800.00 NM
4	WESH	F	10/19/12	10:56 AM	NBC Today Show II	10AM-11AM	:30	CMMO1012H	\$800.00 NM
7	10/22/12	10/22/12	M-F NOON NEWS 12-12:12:00-12:30 PM		M-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/22/12	11:59 AM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	CMMO1012H	\$500.00 NM
8	10/16/12	10/19/12	M-F NOON NEWS 12-12:12:00-12:30 PM		-1111--	:30	4	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-1111--	4	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/16/12	12:13 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	CMMO1012H	\$450.00 NM
1	WESH	W	10/17/12	12:13 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	CMMO1012H	\$450.00 NM
3	WESH	Th	10/18/12	12:24 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	CMMO1012H	\$450.00 NM
4	WESH	F	10/19/12	12:29 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	CMMO1012H	\$450.00 NM
9	10/22/12	10/22/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M-----	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/22/12	4:42 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	CMMO1012H	\$900.00 NM
10	10/17/12	10/19/12	M-F 4-5 PM NEWS	M-F 4-5 PM	--111--	:30	3	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--111--	3	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	W	10/17/12	4:41 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	CMMO1012H	\$800.00 NM
3	WESH	Th	10/18/12	4:44 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	CMMO1012H	\$800.00 NM
4	WESH	F	10/19/12	4:42 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	CMMO1012H	\$800.00 NM
11	10/22/12	10/22/12	M-F 5-6 PM ROT	5:00-6:00 PM	M-----	:30	1	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/22/12	5:53 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	CMMO1012H	\$1,100.00 NM
12	10/16/12	10/19/12	M-F 5-6 PM ROT	5:00-6:00 PM	-1111--	:30	4	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-1111--	4	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/16/12	5:28 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	CMMO1012H	\$1,100.00 NM
2	WESH	W	10/17/12	5:53 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	CMMO1012H	\$1,100.00 NM
4	WESH	Th	10/18/12	5:29 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	CMMO1012H	\$1,100.00 NM
3	WESH	F	10/19/12	5:25 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	CMMO1012H	\$1,100.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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Invoice #	Invoice Date	Invoice Month	Invoice Period
963806-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Mack/R/Senate	MACK/S/R	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/16/12	10/19/12	M-F 5-6 PM ROT Class of Time - Pre-emptible with notice	5:00-6:00 PM	-1111--	:30	4	\$1,100.00	NM
13	10/22/12	10/22/12	M-F 6-6:30 PM Class of Time - Pre-emptible with notice	M-F 6-6:30 PM	M-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/22/12 6:27 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 CMMO1012H \$1,500.00 NM									
14	10/16/12	10/19/12	M-F 6-6:30 PM Class of Time - Pre-emptible with notice	M-F 6-6:30 PM	-1111--	:30	4	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1111-- 4 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WESHTu 10/16/12 6:27 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 CMMO1012H \$1,500.00 NM 4 WESHW 10/17/12 6:26 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 CMMO1012H \$1,500.00 NM 2 WESHTh 10/18/12 6:13 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 CMMO1012H \$1,500.00 NM 1 WESHF 10/19/12 6:23 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 CMMO1012H \$1,500.00 NM									
15	10/16/12	10/18/12	M-Sun Nightly News Class of Time - Pre-emptible with notice	6:30-7:00 PM	-1-1---	:30	2	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1-1--- 2 \$3,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHTu 10/16/12 6:44 PM M-Sun Nightly News 6:30-7:00 PM :30 CMMO1012H \$3,500.00 NM 2 WESHTh 10/18/12 6:45 PM M-Sun Nightly News 6:30-7:00 PM :30 CMMO1012H \$3,000.00 NM									
16	10/22/12	10/22/12	M-F Entertainment Tonight 7:00-7:30 PM Class of Time - Pre-emptible with notice	7:00-7:30 PM	M-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/22/12 7:28 PM M-F Entertainment Tonight 7:00-7:30 PM :30 CMMO1012H \$1,800.00 NM									
17	10/16/12	10/19/12	M-F Entertainment Tonight 7:00-7:30 PM Class of Time - Pre-emptible with notice	7:00-7:30 PM	-1111--	:30	4	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1111-- 4 \$1,700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WESHTu 10/16/12 7:29 PM M-F Entertainment Tonight 7:00-7:30 PM :30 CMMO1012H \$1,700.00 NM 1 WESHW 10/17/12 7:29 PM M-F Entertainment Tonight 7:00-7:30 PM :30 CMMO1012H \$1,700.00 NM 3 WESHTh 10/18/12 7:26 PM M-F Entertainment Tonight 7:00-7:30 PM :30 CMMO1012H \$1,700.00 NM 2 WESHF 10/19/12 7:18 PM M-F Entertainment Tonight 7:00-7:30 PM :30 CMMO1012H \$1,700.00 NM									
19	10/21/12	10/21/12	NBC Sunday Today Class of Time - Pre-emptible with notice	8:00-9:00 AM/9-11A	-----S	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/21/12 8:49 AM NBC Sunday Today 8:00-9:00 AM/9-11A :30 CMMO1012H \$2,000.00 NM									
20	10/20/12	10/20/12	Notre Dame Football Class of Time - Pre-emptible with notice	5:00A-4 XM	-----S-	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 2 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESH Sa 10/20/12 5:20 PM Notre Dame Football 5:00A-4 XM :30 CMMO1012H \$1,400.00 NM 1 WESH Sa 10/20/12 6:59 PM Notre Dame Football 5:00A-4 XM :30 CMMO1012H \$1,400.00 NM									

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Advertiser	Product	Estimate Number
Mack/R/Senate	MACK/S/R	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/19/12	10/19/12	M-F Sunrise @6AM	6:00-7:00 AM	----F--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$1,000.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	F	10/19/12	6:13 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	CMMO1012H	\$1,000.00 NM
<b>Total Spots</b>							<b>44</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$52,200.00</b>
<u>Agency Commission</u>	<b>\$7,830.00</b>
<u>Net Amount Due</u>	<b>\$44,370.00</b>